



DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY
SPECIAL/SUPPLEMENTARY FOR THE
DIPLOMA/ CERTIFICATE IN FASHION DESIGN AND INTERIOR DECORATION
2021/2022 ACADEMIC YEAR
STAGE II MODULE III TCF 1221 SCREEN PRINTING AND BRANDING

DATE :5th April 2022

TIME :2 HOURS

INSTRUCTION: ATTEMPT QUESTION ONE COMPULSORY AND ANY OTHER TWO

QUESTION ONE

- a. Define the following terms in relation to screen printing and branding course:
- i. Screen (2marks)
 - ii. Branding (2marks)
 - iii. Printing (2marks)
- b. Discuss the following **fabric decoration methods** used for **garment branding**:
- i. Embroidery (3marks)
 - ii. Beading (3marks)
- c. Briefly discuss 2 **computer programs** that fashion designers use (5marks)
- d. Discuss following **printing techniques**:
- i. Sublimation (3marks)
 - ii. Heat transfer (3marks)

- e. List any 7 **sources of inspiration** for **logo** designing (7marks)

QUESTION TWO

- a. Name 5 **Kenyan** Fashion brands (5marks)
- b. Sketch design detail for front and back views:
- i. Outspan hospital **Trouser** suit for Nurses (5marks)
- ii. Barrister **Skirt** suit (5marks)

QUESTION THREE

- a. List the four disadvantages and 3 advantages of **Direct to Garment printing** (7marks)
- b. Discuss the **Tie and dye process** (8marks)

QUESTION FOUR

- a. Highlight any 5 **situations to avoid with hand embroidery** (5marks)
- b. Sketch back and front views of **detailed branded Taekwondo jersey** for Dedan Kimathi Team
- i. Wrap around robe (5marks)
- ii. Trouser (5marks)

QUESTION FIVE

- a. Design and sketch Shirt-dress front and back view **corporate wear promotion attire for Airtel** that will be suitable for a maternity wear (6marks)
- b. Discuss three disadvantages of **laser etching** method of branding (9marks)